

INTERNET SHIFT DRAFT/OUTLINE/ANNOTATED BIBLIOGRAPHY

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Personal Media Revolution

For the past half-century we have lived through, what Marshall McLuhan called, the mass media age. As this revolution slowly comes to an end a new revolution has already begun. At this moment in time we find ourselves right in the middle of a massive shift from the information world to the media world. The mass media revolution made sure that the information world was delivered to our homes, it gave us the information but there was not much of an interaction or participation connected to it. It only allowed us to listen/read and take in. This new revolution, which many consider to be a personal media revolution, is very different. It not only allows you to listen and take in, but it also gives you the opportunity to actually participate, in fact, it almost requires you to participate otherwise you miss the true personal media experience. This new revolution is slowly but surly shoving the old media away. This could have huge consequences on, for example, the newspaper industry. However, according to Paul Saffo, a forecaster and essayist on exploring long-term technological change and its practical impact on business and society, newspapers will never disappear. He says that we can compare newspapers to horses. Today there are nearly as many horses in the United States as there were in 1990, their purpose has however changed, for they no longer serve as a dominant engine of transportation. The old media forms will never entirely vanish; instead they too will be repurposed and the news will be read in a different way than before (Paul Saffo interviewed 7.31.08)

Even though, according to Paul Saffo, newspapers will never disappear, the personal media revolution already has had an immense impact on this old media. In 2008, according to the blog paper cuts, newspapers lost 15,974 jobs and another 10,000 in the first half of 2009. About 26,000 reporters, photographers, editors, and columnists lost their jobs. Thereby downsizing the amount of professionals whose tasks are to cover the world, analyze political and economic affairs, root out corruption and abuse, and write about culture entertainment, and sport (The New York Review of Books The News About the Internet, Michael Massing geschreven August 13, 2009). The main reason for this huge decline is primarily to be blamed on the lack of advertisements and the massive amount of free content available on the Internet.

Web 2.0 has given the advertisers the ability to reach a much larger and targeted audience than newspapers have ever done before. With this attractive deal in mind most advertisers are spending their money on online media instead (the cult of the amateur Andrew Keen, p.127). According to Bill Keller, executive editor of the New York Times, "quality journalism involves experienced reporters going places, bearing witness, digging into records, developing sources, checking and double-checking, backed by editors who try to enforce high standards." The supply of such journalism is very expensive, and with the decline of ad revenues

newspapers are struggling to deliver the quality information that they are known for (The New York review of books *The News About the Internet*, Michael Massing geschreven August 13, 2009). The question then arises, why not accept the fact that old media is facing extinction, and go completely online? This question can be answered by using the New York Times as an example. The 2.7 million paid subscribers of the printed version of The New York Times generates annual revenues of \$1.5 to \$1.7 billion a year, while the free online version that receives 40million users a month only pulls in \$200 million a year. Completely migrating to the web in this manner is therefore not a very appealing option. According to Arthur Sulzberger jr. The New York Times chairman of the board, Print is not dead. He explains that when Obama was elected as the new President of the United States nearly everyone wanted a printed version of The New York Times, and within hours they were selling out in critical parts of the city and around the country, so they were forced to go back on press. He says, "It was a wonderful moment, and it reminds us that there is some real value to print." This example shows us that people are sometimes willing to buy the actual newspaper when a big event has occurred, but to actually buy a newspaper every single day and subscribe to it is a whole different story. Sulzberger jr. does make a good point by stating that newspaper-journalists should not see the Internet as a threat to their existence. Instead they should embrace it because it is the first technology that has taken them back to the written word. Radio and TV took them away from it but the Internet did not, so instead of rejecting it they should except the fact that it is a critical element in fulfilling the mission of there enterprise, which is to create, collect, and distribute high-quality news and information (Arthur Sulzberger jr. interviewed November 14, 2008). Professional journalists need to find a way to work together with the Internet so that they help each other grow instead of pull each other down, and to be able to succeed they have to start to realize what people want, how there needs have changed, and how the "new" readers differs from the "old."

The changing of audiences

Newspapers have been changing for decades, in form, size and content because there readers have been changing for decades. People today are completely different to previous generations. There needs, habits and there way of living is changing constantly. In the past the newspaper industry has always managed to keep up with this change, and change there product in such a way that they were able to continue pleasing there readers. These changes, which include changing form, size and content have for many years been minor ones and have all been within the old media product 'paper'. Today while most people are massively migrating to the web, the newspaper industry is faced with a huge challenge, and at this moment in time they have not been able to make the correct changes to stay popular (Massing, 2009). It may seem as if the new generation readers are reading allot less than generations before, this however is not true. The only real difference between the 'new readers' is that they do not pay for it. The new readers are reading on the Internet, and on flat-screens at the stations that continuously are projecting new headlines throughout the day etc. The new generation readers are actually reading so tremendously much every single day that they are practically forced to create a margin as to what they do

and do not read. Keeping in mind that this new generation was born during an age in which the Internet became very popular it is understandable that they are more likely to read more news on the Internet rather than in a newspaper because they feel more connected to this medium (Massing, 2009). Also now with the new personal media revolution the Internet gives people the freedom to interact and participate with the news instead of being a simple bystander thereby again making the Internet more attractive than a printed newspaper. Newspapers and journalists have to completely understand how their new readers think, work, and read to be able to make the next correct changes, and start to attract their reader again.

Web 2.0 Democratized Media

The personal media revolution also known as Tim O'Reilly's Web 2.0 is focused on letting everyone's voice be heard and democratizing the Internet. The Internet in a small period of time has been created into a community and collaboration space on a scale never seen before (time.com). Sites such as YouTube, MySpace, Flickr, Wikipedia and Facebook have completely turned the once isolated Internet around and have helped create a vehicle of self expression (the cult of the amateur Andrew Keen, foreword). This revolution has become so immense that In 2006 Times magazine gave the TIME's Person of the Year award to YOU. According to TIME magazine web 2.0 creates a "opportunity to build a new kind of international understanding, not politician to politician, great man to great man, but citizen to citizen, person to person." Over romanticizing this new Web would however be a mistake because one of the huge downsides of this new revolution is that the line between professionals and amateurs are becoming indistinguishable, audience and author are becoming one (the cult of the amateur Andrew Keen, p.14). According to Thomas Huxley's theory "if you provide infinite monkeys with infinite typewriters, some monkey somewhere will eventually create a masterpiece – a play by Shakespeare, a Platonic dialogue, or an economic treatise by Adam Smith (the cult of the amateur Andrew Keen, p.2) The only problem with this theory concerning web 2.0 is that how are normal citizens supposed to distinguish between what is real to what is not. There are so many news blogs out there that it has nearly become impossible to tell what is fiction and what is the truth.

Blogs

Blogs have become one of the most popular forms of self-expression on Internet and have also become one of the newspaper-journalists greatest competition. Every time something happens in the world a huge flood of blogs are created and often outdo the mainstream media in timelessness, geographic reach, insider-information and obsessive detail. (The New York Review of Books Blogs Sarah Boxer geschreven February 14, 2008). Today there are about 100 million blogs on Internet with about 15 million of them fully functioning, and can be found in any topic, for example political, confessional, gossip, sex, mommy, science etc (The New York Review of Books Blogs Sarah Boxer geschreven February 14, 2008). Blogs are often written in a casual, easy to read, fashion. Most blogs are focused around links and force its reader to jump around moving from blogs to news,-clips, to videos on YouTube and all this is done just as easily as flipping a page in a

newspaper. Bloggers who often hide behind a fake identity are able to write about anything and anybody whenever they want without being afraid of being sued because the government and corporation don't seem to care about what they write. According to Sarah boxer; "Bloggers at their computers are supermen in flight. They break the rules. They go into their virtual phone booths, put on their costumes, bring down their personal villains, and save the world. Anonymous or not, they inhabit that source of power and hope. Then they come back to their jobs, their dogs, and their live".

OUTLINE OF ESSAY

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Web 2.0 Democratized Media

Blogs

It's a popularity contest

People have become obsessed with being found on the internet

- "Instead of figuring out ways to serve up fresh finds, many of the new bloggers were fixated on getting found. So the very significance of linking began to change"
- "Now the fame and links are one and the same, there are bloggers out there who will do practically anything – start rumors, tell lies, pick fights, create fake personas, and post embarrassing videos – to get noticed and linked to. They are, in the parlance of the blogosphere, "link whores." And those who succeed are blog celebrities, or "blogebrities."

Lies, sex scandals, bringing down politicians

- "One of the surest ways to hoist you blog to the top of the charts is to bring down a big-time politician or journalist. Eg: in 2006 Little Green Footballs scored another hit by pointing out that a Reuters photograph of an Israeli air strike had been doctored to make the smoke plumes over Lebanon larger and darker. In 2004 many right-wing blogs helped the Swift Boat Veterans sink John Kerry's bid for the presidency. In 2002 it was bloggers like Joshua Micah Marshall of Talking Points Memo and Atrios (a pseudonym) of Eschaton who first publicized Trent Lott's racist remarks at Strom Thurmond's 100th birthday party, leading to Lott's resignation as Senate majority leader" (sarah boxer blogs)
- Sex ofcourse, can also give your blog a lift. In 2004 a "Staff Ass" (staff assistant) on Capitol Hill named Jessica Cutler used her blog

Washingtonienne to broadcast firsthand tales of sex (sometimes for money) with a lot of men on the Hill, including one marries Bush official. When Ana Marie Cox, who was then blogging as Wonkette, got wind of it and let the world know Washingtonienne became famous and Wonkette became more famous than she had been. Both bloggers went on to publish novels. In 2005 Diablo Cody, a former stripper from Minnesota who keeps a blog called The Pussy Ranch, wrote a book (Candy Girl: A Year in the life of an Unlikely Stripper); and this year the movie she wrote (Juno) became a hit. (sarah boxer blogs)

- Daniel Solove quotes Jessica Cutler of the Washingtonienne blog: "Some people with blogs are never going to get famous, and they've been doing it for, like, over a year. I feel bad for them... Everyone should have a blog. It's the most democratic thing ever." To go unnoticed in this democracy is to not exist. This kind of existential pressure, naturally, ups the ante on language. (sarah boxer blogs)

Explaining Digg and Readit

- News-aggregation sites such as Digg and Reddit. The ordering of the headlines on these sites reflect what other users have been reading rather than the expert judgment of news editors. As I write, there is a brutal war going on in Lebanon between Israel and Hezbollah. But the Reddit user wouldn't know this because there is nothing about Israel, Lebanon, or Hezbollah on the site's top twenty "hot" stories. (the cult of the amateur Andrew Keen, p.6)
- Reddit is a mirror of our most banal interests. It makes a mockery of traditional news media and turns current events into a childish game of trivial pursuit. (the cult of the amateur Andrew Keen, p.6)

Internet is become a mirror of ourselves

- The Internet has become a mirror of ourselves. Rather than using it to seek news, information, or culture, we use it actually BE the news, the information, the culture. (the cult of the amateur Andrew Keen, p.7)
- The Internet was the law of digital Darwinism, the survival of the loudest and the most opinionated (the cult of the amateur Andrew Keen, p.15)
- I study YouTube, and I think YouTube fails to deliver the promises of

these new technologies, namely the ways in which they really could enhance our ability to communicate, open up channels of discourse, and allow people to build things together. When I tried to do something serious there, teaching a college course, we all found that the communal building of knowledge simply can't happen on YouTube, and I am interested in studying why not. For instance, my students I learned that the idea that YouTube is "democratic," which is one of the ways it sells itself, is simply untrue. Instead, as is true for many of these social-networking applications, the structure of popularity is how YouTube is organized. The more something is voted for, the more visible it becomes, and it dominates the terrain. Everything that is not popular, what I call "NicheTube," is almost invisible; it's very hard to find (Alexandra Juhasz interviewed October 28, 2008 PROFESSOR OF MEDIA STUDIES AT PITZER COLLEGE IN CALIFORNIA, WHERE SHE TEACHES VIDEO PRODUCTION AND FILM AND VIDEO THEORY.)

Facts vs Fiction, is it credible?

Trusting what is and what is not true

- When we are all authors and some of us are writing fiction whom can we trust? (the cult of the amateur Andrew Keen, p.65)
- Example: website dontdatehimgirl.com a message board that invites scorned women to vent about egregious behavior of ex-boyfriends. According to Julie's postings, a man named Guido had gotten her drunk earlier that summer, raped and sodomized her, infected her with a sexually transmitted disease, and left her so humiliated and depressed that she attempted suicide. This tragic story, accompanied by a photograph of the alleged offender, was viewed 1000 times, prompting one visitor to circulate his picture everywhere and let everyone know what he did. Had the story been true, most of us would be inclined to agree. The problem is, not a word of it was. "Guido" was actually Erik, friend of "Julie" (shockingly, not her real name). She eventually admitted she had posted the sordid tale "as a joke". (the cult of the amateur Andrew Keen, p.73)

Newspapers are held legally accountable for their actions blogs are not

- The owners of traditional newspapers and news networks are held legally accountable for the statements of their reporters, anchors, and columnists, encouraging them to uphold a certain standard of truth in the content they allow in their paper or on their air. Web site owners on the other hand are not liable for what is posted by a third party. Some say that this is a protection of free speech. But at what cost? As long as the owners of Websites and

blogs are not help accountable, they have little encouragement or incentive to question or evaluate the information they post. (the cult of the amateur Andrew Keen, p74.)

- In traditional news media, there is no such thing as anonymity. Articles and op-eds run with bylines, holding reporters and contributors responsible for the content they create. This not only holds them to ethical standards, but also provides a level of assurance for the public; the writer is accountable for his or her reporting or opinions. If an op-ed writer works for a political party or a partisan think tank, for example, the reader is made aware of his or her affiliation and potential conflict of interest. If a reporter misrepresents himself, or misrepresents the facts, the infraction will be caught and he or she will be taken to task and possibly fired, as was the case with Jayson Blair of the New York Times. But in the anonymous world of the blogosphere, there are no such assurances, creating a crises of trust and confidence. (the cult of the amateur Andrew Keen, p.77)

Web 2.0 promised more truth to the world

- The web 2.0 revolution has peddled the promise of bringing more truth to more people – more depth of information, more global perspective, more unbiased opinion from dispassionate observers. But this is all a smokescreen. What the Web 2.0 revolution is really delivering is superficial observations of the world around us rather than deep analysis, shrill opinion rather than considered judgement, The information business is being transformed by the Internet into the sheer noise of a hundred million bloggers all simultaneously talking about themselves. (the cult of the amateur Andrew Keen, p.16)
- It doesn't embarrass me to admit that I trust information about the Iraq war from accountable, well-trained New York Times reporters more than I trust it from anonymous bloggers, or tht I put more stock in election coverage from NPR commentators than from poorly prepared podcasters. (the cult of the amateur Andrew Keen, foreword)

The lines are being blurred between professionals and amateurs

- Flattening of culture that is Blurring the lines between traditional audience and author, creator and consumer, expert and amateur. (the cult of the amateur Andrew Keen, p.2)
- One chilling reality in this brave new digital epoch is the blurring,

obfuscation, and even disappearance of truth. (the cult of the amateur Andrew Keen, p.16)

- Truth, to paraphrase Tom Friedman, is being “flattened”, as we create an on-demand, personalized version that reflects our own individual myopia. One person’s truth becomes as “true” as anyone else’s. Today’s media is shattering the world into a billion personalized truths, each seemingly equally valid and worthwhile. (the cult of the amateur Andrew Keen, p.17)
- When advertising and public relations are disguised as news, the line between fact and fiction becomes blurred. (the cult of the amateur Andrew Keen, p.17)
- “A lie can make its way around the world before the truth has the chance to put its boots on” (the cult of the amateur Andrew Keen, p.19)
- This blurring of lines between the audience and the author, between fact and fiction, between invention and reality further obscures objectivity. (the cult of the amateur Andrew Keen, p.27)

Training/ professionalism

- Few of us have special training, knowledge, or hands-on experience to generate any kind of real perspective. Thomas Friedman, the New York Times columnist, and Robert Fisk, the Middle Eastern correspondent of the Independent newspaper, for example, didn’t hatch from some obscure blog – they acquired their in-depth knowledge of the Middle East by spending years in the region. This involved considerable investments of time and resources, for which both the journalists themselves, and the newspapers they work for, deserve to be remunerated. (the cult of the amateur Andrew Keen, p.30)
- Citizen journalism is according to the New Yorker: people who are not employed by a news organization but perform a similar function. (the cult of the amateur Andrew Keen, p.46)
- Professional journalists acquire their craft through education and through the firsthand experience of reporting and editing the news under the careful eye of other professionals. In contrast, citizen journalists have no formal training or expertise, yet they routinely offer up opinion as fact, rumor as reportage, and innuendo as

information. On the blogosphere, publishing one's own "journalism: is free, effortless, and unencumbered by pesky ethical restraints or bothersome editorial boards. (the cult of the amateur Andrew Keen, p.47)

- Millions of unskilled, untrained, unpaid, unknown, "journalists" – a thousandfold growth between 1996 and 2006 – spewing their (mis)information out in the cyberworld. (the cult of the amateur Andrew Keen, p.47)
- They flaunt their lack of training and formal qualifications as evidence of their calling, their passion, and their selfless pursuit of the truth, claiming that their amateurs status allows them to give us a less biased, less-filtered picture of the world than we get from traditional news. In reality this is not so. (the cult of the amateur Andrew Keen, p.48)
- Citizen journalists simply don't have the resources to bring us reliable news. (the cult of the amateur Andrew Keen, p.48)
- One leading champion of citizen journalism, Dan Gillmor, author of the crusading *We the Media: Grassroots Journalism by the People for the People*, argues that the news should be a conversation among ordinary citizens rather than a lecture that we are expected to blindly accept as truth. But the responsibility of a journalist is to inform us, not to converse with us. (the cult of the amateur Andrew Keen, p.49)
- When an article runs under the banner of a respected newspaper, we know that it has been weighed by a team of seasoned editors with years of training, assigned to a qualified reporter, researched, fact-checked, edited, proofread, and backed by a trusted news organization vouching for its truthfulness and accuracy. Take those filters away, and we, the general public, are faced with the impossible task of sifting through and evaluating an endless sea of the muddled musings of amateurs. (the cult of the amateur Andrew Keen, p.53)

Positive aspects of citizen journalism

Niche culture

- The real value of citizen journalism was its ability to address niche markets otherwise ignored by mainstream media (the cult of the amateur Andrew Keen, p.51)

Unique view-points

Cheaper low cost

Interview with Yvette De Ruijter, Graduate Journalism Student of the University of Utrecht 2009

Professional and amateur solutions, working together

- We need to find a way to balance the best of the digital future without destroying the institutions of the past (the cult of the amateur Andrew Keen, p185)
- Professionals have the ability to go beyond the "wisdom" of the crowd and mainstream public opinion and bestow on us the benefits of their hard-earned knowledge. (the cult of the amateur Andrew Keen, p.44)
- Today's editors technicians, and cultural gatekeepers – the experts across an array of fields – are necessary to help us to sift through what's important and what's not, what is credible from what is unreliable, what is worth spending our time on as opposed to the white noise that can be safely ignored. So while professionals – the editors, the scholars, the publishers – are certainly the victims of an Internet that diminishes their value and takes away their jobs, the greater victims of all this are us, the readers of wikipedia and of the blogs and all the "free" content that is insistently reaching out for our attention. And when misinformation is spread, it is we the people who suffer the consequences. (the cult of the amateur Andrew Keen, p.45)
- Web 2.0 pioneer Larry Sanger launched in September 2006, Sanger describes it as "an experimental new wiki project that combines public participation with gentle expert guidance" It is an attempt to fuse the strengths of a trusted resource, like the encyclopedia Britannica with the participatory energy of wikipedia. It acknowledges the fact that some people know more about certain things than others. (the cult of the amateur Andrew Keen, p187)

Professional bloggers

- The guardian news paper has a solution as well as the huffington post (the cult of the amateur Andrew Keen, p189-191)

- When we look at why people quite buying the newspaper, it's overwhelmingly because 'I can get it for free' (The New Horizon for the News, Michael Massing geschreven September 24, 2009)

Pay walls

- In the next year, many are expected to erect "pay walls" – i.e., charges for access around their sites. The challenge is getting the height right. Receiving the most attention are "hybrid" models that, part pay and part free, seek to gain subscribers while maintaining a steady flow of online readers. (The New Horizon for the News, Michael Massing geschreven September 24, 2009)
- Arianna Huffington cofounder of the Huffington Post say, "Walled gardens, don't work the linked economy is here to stay" (free links, it must be noted, are vital to the Huffington Post's health). As evidence that pay walls don't work, Huffington and others point to TimesSelect. Introduced by The New York Times in September 2005, it placed the paper's columnists behind a pay wall and charged online reader \$49.95 a year for admission. Two years later, the Times, concerned by the fall-off in traffic, reinstated its free-for-all policy. (The New Horizon for the News, Michael Massing geschreven September 24, 2009)

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ANNOTATED BIBLIOGRAPHY

The cult of the amateur by Andrew Keen

The cult of the amateur is a book by Andrew Keen and focuses on how the line between professionalism and amateurism is being blurred due to the Web 2.0 generation. The book talks about all the dangers that this open community has created for itself and warns us about the future and what we can do to change it in a positive way.

The New York Review of Books, Blogs Sarah Boxer

This article talks about what blogs are, how they are written, what their content is, their dangers and the reason why they have so much success. It describes that the web 2.0 has created this urge within people to be heard and to become famous no matter what. A bad reputation is better than no reputation at all.

De Goene Amsterdammer – profile van de jonge lezer

This article talks about how the young readers differ from the old. Young readers are reading a lot more than readers from a generation before. Information is constantly being thrown at them that are forced to create a barrier between what they want to read and what not. It talks about what newspapers should focus on and, instead of asking the question what they need to do to stay attractive to its readers, it needs to ask itself the question what can we do for the reader. The article contains a great interview with one of the makers of the NRC Next magazine, and he explains how their newspaper works differently than other newspaper.

The New horizon of the news Michael Massing

This book arises the idea that newspapers are still valued. It explains why pay walls for websites can work and thereby help the newspaper industry get back in shape.

The News about the Internet, Micheal Massing

This book describes how newspapers are losing their audiences. It gives statistics on how many newspaper companies have gone bankrupt and how many journalists have lost their jobs. It explains what the consequences can be when downsizing the amount of reporters and how the quality due to this is being affected. It describes how blogs are becoming popular and how newspapers are having extreme trouble in keeping up with this extremely fast medium. It also gives examples of professionals that have started working with blogs and how they have and have not succeeded.

Designing Media, Bill Moggrige, The MIT Press Cambridge, Massachusetts London England 2010:

Paul Saffo Interview July 31, 2008

In the interview with Paul Saffo he explains that we have entered into a new

revolution namely the personal media revolution and that this new revolution is slowly but surely shoving away the old media. He explains how this new media age has developed and how this age is completely focused around participation. He says that we will never become 'paperless' instead paper will be repurposed.

Arthur Sulzburger jr. interview November 14, 2008

In the interview with Arthur Sulzburger jr. he explains that a newspaper today still has a lot of value for its readers. He explains how the Obama election issue was so extremely popular that they were selling out in critical parts of the city and around the world in a matter of hours and were thereby forced to go back on press. He explains how they should not view the Internet as a threat to their existence instead they should embrace it because it is the first medium that has taken them back to the written word, Radio and TV took them away from the written word but the Internet did not. They should start to realize that the Internet is an important part of fulfilling the mission of their enterprise which is to create, collect and distribute high quality news and information.

Alice Rawsthorn interview September 22, 2008

Alice Rawsthorn design critic of the international Herald Tribune explains in her interview how preference really is formed by habit. And that reading the NYT online or reading the printed version really depends on what the reader is used to.

Alexandra Juhasz interview October 28, 2008

Alexandra Juhasz professor of media studies at Pitzer College in California explains how YouTube fails to deliver the promises of these new technologies, namely the ways in which they really could enhance our ability to communicate, open up channels of discourse and allow people to build things together. It explains how YouTube lacks because it is focused on popularity, and that those videos that are not so popular are extremely hard to find. She finds YouTube everything but democratic.

De Groene Amsterdammer uitgebreid 13-05-2009

This article focuses on the Dutch Queens day of 2009 and how Karst Tates drove into the audience trying to kill the queen. It explains that the professional newspapers, TV and radio wanted to keep up with the fast blog postings on the Internet that they did not have time to check their references correctly, thereby spreading a lot of lies to their trusting audiences. This article shows the negative aspects blogs and social networks have on professional media such as the newspaper.